



**WOTV – Grand Rapids, MI**

**Issues Report**

**Third Quarter 2008**

Description of programming providing the most significant  
treatment of community issues

# **WOTV 4 Quarterly Issues Report**

## **July – September 2008**

<b><u>PROGRAM</u></b>	<b><u>DAY</u></b>	<b><u>TIME</u></b>
• 24 Hour News 8 Daybreak	Monday – Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at Noon	Monday – Friday	12:00 - 1:00 P.M.
• 24 Hour News 8 at 5:00	Monday – Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday – Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 7:00 A.M.	Saturday and Sunday	7:00 – 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 7:00 P.M.
• 24 Hour News 8 at 11:00	Monday – Friday	11:00 - 11:35 P.M.
• 24 Hour News 8 11:00	Saturday and Sunday	11:00 - 11:30 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue responsive feature segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

“Connecting with Community” is a locally produced public affairs and community resources program, emphasizing social issues, community events and programs involved with the concerns and needs in our West Michigan community. The length of the program is approximately one minute and airs Monday through Friday during News 8 at Noon, and during 24 Hour News 8 at 6:00 p.m. on Saturdays and Sundays.

## **Educational Issues**

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: July 29  
Length: 1:30  
Summary: Higher gas prices and more joblessness equals fewer resources to help kids in need get ready to go back to school. A group of churches and community organizations step up to help in the lakeshore community of Muskegon which has a large number of kids living in or near poverty. Back to School supply giveaways were held throughout the region to make sure kids were equipped and ready to learn this fall.
  
2. Program: 24 Hour News 8 at 6:00pm  
Date Aired: August 6  
Length: 1:30  
Summary: Michigan's Governor Granholm puts money where her promises were by making financial commitments to education at all levels in this year's budget plan.
  
3. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: August 12  
Length: 1:21  
Summary: The Urban Institute for Contemporary Arts has a program called Artworks in which they pair youth between the ages of 14 and 21 with mentors from the professional art world during the summer and school year. The students, mentors and professionals work together to solve community problems and create beauty for all to share.
  
4. Program: 24 Hour News 8 at 6:00pm  
Date Aired: August 27  
Length: 2:00  
Summary: Kalamazoo ties with Flint at fifth in the nation of mid-sized cities with families living at or below the poverty line. The Kalamazoo Gospel Rescue Mission offered free backpacks and school supplies to kids whose families otherwise couldn't afford them. In Kalamazoo, kids are unique because they have the Promise, a dedicated fund to apply to college after high school graduation. Parents struggling now hope the Promise will help their kids have a brighter future.

5. Program: 24 Hour News 8 at 6:00pm  
Date Aired: September 23  
Length: 1:30  
Summary: Unemployed and over fifty, area men and women go back to school to learn skills like welding to put them back in the manufacturing workforce. Programs at places like Grand Rapids Community College work to identify needs in area firms and train and educate workers to fill those needs.

## **Health & Fitness Issues**

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: 24 Hour News 8 at 6pm; 24 Hour News 8 at Noon  
Date Aired: July 13; July 16  
Length: 1:30  
Summary: The YMCA hosts "Fit Pits" at Maranda's Park Parties, which are free community events for kids and families. Four Park Parties are held in July in different communities where children may not otherwise get to enjoy a free day of games, activities, free food and fun. The YMCA offers exercise for kids at each of these events.

2. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: July 15  
Length: 1:30  
Summary: Advanced Eyecare Professionals offer free eye exams and glasses for those who are uninsured in Barry County. Professionals work with the Lyon's Clubs and other non-profit organizations to provide the equipment deemed necessary to help people of all ages see better.

3. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: August 1  
Length: 1:25  
Summary: The American Cancer Society is having a hoedown to help those with cancer. Their annual Cattle Barron's Ball is a fun, western themed event that raises money and awareness for cancer research and support.

4. Program: 24 Hour News 8 at 6pm  
Date Aired: August 6  
Length: 1:30  
Summary: An eighteen-year-old recent high school graduate dies from cardiac arrest. A medical investigation concludes that she had a pulmonary embolism that developed following a fall that bruised her knee. People at high risk include those who are obese or smoke or have a family history of blood clots.
5. Program: 24 Hour News 8 at Daybreak, Noon, 5pm and 6pm  
Date Aired: September 5  
Length: :30 to 2:00  
Summary: Stand Up To Cancer is a collaborative effort of ABC, NBC and CBS to air a special broadcast outlining the efforts underway across the country and around the world to fight cancer. On 24 Hour News 8, we brought in experts from local cancer research facilities to explain what's happening in West Michigan, created a segment featuring local cancer survivors to air within the program and reported about a local showing open to everyone of the broadcast at Gilda's Club, a local cancer support community.

## **Volunteer Efforts**

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need.

1. Program: 24 Hour News 8 at Noon, Connecting with Community  
Date Aired: July 21  
Length: 1:23  
Summary: Difficult economic times means more people are facing homelessness and fewer are donating to help. A call to action went out to anyone who could contribute or volunteer to help a homeless shelter in Battle Creek that allows moms, dads, and kids to stay together. Specific items requested included food, personal care supplies, paper products and office supplies.

2. Program: 24 Hour News 8 at 5pm  
Date Aired: August 13  
Length: 1:26  
Summary: Today, firefighters from around the Grand Rapids area participated in the annual MDA Fill the Boot campaign. For over 50 years, firefighters have stood at intersections and collected money to fight Muscular Dystrophy.
3. Program: 24 Hour News 8 at Noon  
Date Aired: August 15  
Length: 1:35  
Summary: In the Image is providing thousands of elementary students with a new pair of shoes to start school this fall. The non-profit organization will be distributing shoes to over 2,000 low-income families from the Grand Rapids Public School system.
4. Program: 24 Hour News 8 at 6:00pm  
Date Aired: August 27  
Length: 1:20  
Summary: With Hurricane Gustav getting ready to hit the coast, volunteers from the Greater Grand Rapids American Red Cross are making their way to help. In all, dozens of volunteers brought supplies and assistance to those in need in a variety of communities throughout the hurricane season. A call went out for more volunteers to go through training and for much needed financial contributions.
5. Program: 24 Hour News 8 at 6:00pm  
Date Aired: September 22  
Length: 1:00  
Summary: Kalamazoo County officials held two meetings to help prevent drug abuse in the community. The two sessions focus on access to drugs and alcohol, prevention and treatment services and enforcement of current policies. The community is asked to help in all of these areas.

## Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: 24 Hour News 8 at 6pm; 24 Hour News 8 at Noon  
Date Aired: July 20; July 23  
Length: 1:30  
Summary: E.S.C.A.P.E, Inc. is a fire safety organization for kids that teaches safety through the use of a smoke trailer and their fire safety dog, Jake, as well as supporting hand-out materials. E.S.C.A.P.E., Inc., is at each of Maranda's Park Parties, which are free community events for kids and families. Four Park Parties are held in July in different communities where children may not otherwise get to enjoy a free day of games, activities, free food and fun.
2. Program: 24 Hour News 8 at Noon  
Date Aired: July 9  
Length: 1:00  
Summary: With hot and humid weather in the forecast, 24 Hour News 8 called on the community for donations of new fans and air conditioners to be distributed to seniors to help them keep cool and safe.
3. Program: 24 Hour News 8 Daybreak  
Date Aired: August 5  
Length: 2:00  
Summary: Neighbors and police have come together for National Night Out. The goal is to increase awareness of crime and drug prevention in area neighborhoods. Residents are encouraged to leave their porch lights on, symbolizing a partnership between police and community.
4. Program: 24 Hour News 8 at 6:00pm  
Date Aired: August 28  
Length: 2:32  
Summary: A Target 8 investigation reviews a plan laid out by Spectrum Health to upgrade its roof-top landing zone following the crash of a medical evacuation helicopter earlier this year.
5. Program: 24 Hour News 8 at 6:00pm  
Date Aired: September 15  
Length: 1:30  
Summary: The safety of a number of dams located along the Kalamazoo River is called into question following flooding in several communities. Some cars drove through police barriers to become stuck. 24 Hour News 8 and Storm Team eight followed the situation until it was resolved.